

georgia.gov  
Styleguide Second Edition

August, 2003

## New to the Second Edition

### *Overview of the georgia.gov Brand*

A brief overview of the brand is now prefixed in the styleguide providing a complete introduction to the brand. While the styleguide focuses on the technical aspects of the brand, the overview provides insight into the vision as a whole.

### *Icon Design and Usage within georgia.gov*

An icon style and a set of guidelines detailing the design and use of icons have been established for use within the georgia.gov brand.

### *Updated Color Palette*

The color palette has been updated with new colors and deletion of others.

### *Color Types and Usage*

This new section explains the different color types and spaces. It includes where, when, and how to use them, as well as details about printing and color proofing.

### *Extended Typography Section*

New to version 2.0 is a typography section, which includes an updated typeface palette, sizing guidelines, typeface treatment, and a column width reference.

### *Use of White Space*

White space and its importance to the georgia.gov brand is explained.

### *Extended Print Reference*

Additional references are given throughout the guide for print-related materials. These include design specifications and production guidelines.

### *Added Grammar and Punctuation Features*

Grammar and punctuation guidelines have been condensed into one section for easier navigation. A special character chart has been provided for reference.

### *Accessibility Guidelines*

New accessibility guidelines are set in the accessibility section. For more information regarding accessibility, see the georgia.gov accessibility report.

### *Linking Conventions for Use Online*

Linking conventions are addressed in this new section, as well as new guidelines concerning the use of PDFs and their linking conventions.

### *Other References*

Miscellaneous guidelines and updates have been provided.

## The Purpose of This Styleguide

A brand is defined by Britannica.com as "any visible sign or device used by a business enterprise to identify its goods and distinguish them from those made or carried by others. Brands may be words or groups of words, letters, numerals, devices, names, the shape or other presentation of products or their packages, color combinations with signs, combinations of colors," or any combination of these.

This styleguide is a reference designed to establish and support the brand of all georgia.gov entities and affiliated state organizations. The purpose of this resource is to maintain integrity and consistency in every aspect of the brand. The guide addresses basic design issues and content specifics for all current media available.

For the sake of this guide, all media is divided into online (Web sites and other Internet applications) and offline (any printed material). The guide's purpose is not to dictate rules in every application, but rather to provide an overview of basic guidelines that may be applied globally. In the Information Age, people are barraged with a variety of images and messages; it is important that the Georgia government has one identity and one solid voice to make it stand apart.

The georgia.gov brand is clear, warm, professional and reliable. This guide breaks the brand down into several individual aspects, providing specifics and recommendations on proper usage in order to achieve this goal.

# How to Use this Styleguide

This guide is divided into three sections

## **I. Design**

## **II. Text/Content**

## **III. Online Guidelines**

Simply refer to the table of contents and search the section for the formatting aspect in question.

### **Navigation of the PDF**

Links to each section are provided in the table of contents. Just click on the desired topic to navigate to the page.

Each page's footer contains a link to the start of the guide, the main section and the subsection. Click on each to return to the corresponding page.

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### **When to use this guide**

Consult this guide whenever graphics or content need to be created or updated for:

- Print advertising, direct mail, signage, letterheads, or other printed collateral.
- Online advertising, the georgia.gov Web site, and partner Web sites
- Anywhere the georgia.gov logo is used

The printed version of this guide is accompanied by a CD. This CD contains:

- All versions and variations of the georgia.gov logo
- A complete color palette
- A PDF version of this styleguide

## Overview of the georgia.gov Brand

Initially launched in the summer of 2002, georgia.gov, Georgia government's official Web portal, has seen millions of visitors and has experienced a very positive response. The portal brings a multitude of government resources and services to the desktop of Georgia residents and all others interested in the state. The clean and concise method in which information is provided has made georgia.gov a universally convenient resource for all of its constituents.

This clean and ordered approach is the basis of what georgia.gov exists for and forms the foundation from which the visual branding is built. The function of the portal is to provide users with a convenient, all-encompassing collection of services and applications in order to build on an established positive image for Georgia's government. The form of the portal follows this with its simplicity in design and navigation while maintaining a wealth of information and services. The branding of the portal is a visual synthesis of Georgia's natural

scenery with a highly functional user interface. All aspects of the visual branding were created after extensive and thorough research involving constituents, business leaders, and local government officials. The simplistic style of the layouts provide for easier readability and navigation, while the subdued color palette reflects the natural hues found throughout the state. Printed materials using the georgia.gov brand follow the same branding standards as those used for the Web.

This styleguide outlines the visual and technical guidelines for design within the georgia.gov brand, but it is important to keep in mind what purposes the portal and its supporting media serve. It serves as both a representation of the State of Georgia and its citizens, while also serving as a government portal with its multitude of services and applications. It is imperative that the standards are held to the highest esteem in design and implementation of the brand.

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## **I. Design**

A consistent visual representation of the Georgia brand is an integral part of maintaining a uniform identity for the State of Georgia. The Design section of this styleguide includes recommendations for all elements related to graphic design, including logo usage, typography, and use of color and imagery. Throughout this section you will find several sample images that demonstrate both the correct and incorrect application of the elements.

# Logo & Tagline Usage

## Primary Logo Usage

The logo is the single most powerful symbol representing georgia.gov. The effectiveness of the logo is dependent upon its correct and consistent usage across all media. The georgia.gov logo is contemporary, yet also clear and easy to read.

Basic guidelines for the logo are as follows:

- The logo should be treated as a single piece of artwork. No element should be detached from or added to it.
- The logo may be resized to nearly any size, provided that it remains to scale (*See Minimum Size for specifics*).
- The logo must remain to scale when reproduced. Do not alter the logo in any way other than those specified in this style-guide. The following subsections detail the extent to which individual aspects may be altered.
- The tagline should always accompany the georgia.gov logo. The georgia.gov logo should appear without the tagline only if the scale is so small that the tagline becomes unreadable.

georgia.gov  
*Online access to Georgia government*

## Clearance Area

The design of the georgia.gov logo consists of carefully arranged graphical elements in a defined area. Placement of other elements of any kind too close to the logo interferes with this design and detracts from the logo's impact by diminishing its clarity and readability.





## Color

The logo may be used in any of the following color combinations:



- **Full Color**

When colors are used in the logo, they must remain unchanged from the original palette. Alternate colors are not permissible.

- **Solid Black**

Solid Black is to be used when color printing is not available. This version of the logo should only appear on a white background.

- **Solid White**

Solid White is to be used when color printing is not available. This version of the logo should only appear on a black background.

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## Minimum Size

The logo's impact is dependent upon its clarity and readability. If the logo is reproduced at too small of a scale, its clarity is affected and its impact is lost.

### Offline:

1 inch wide  
(with tagline)



### Online:

150 pixels wide  
(with tagline)



3/4 inch wide  
(without tagline)



90 pixels wide  
(without tagline)



# Icon Design & Usage

## Primary Usage

The georgia.gov icons are used to represent services or features provided on the portal. Their style is based on the standards set in the branding of georgia.gov.

Some considerations when designing icons for use within the georgia.gov brand:

- An icon designed for use within the portal should follow the same design standards set in the georgia.gov brand. These include color schemes, use of white space, typography, and all other design elements crucial to upholding the georgia.gov brand.
- The icon should represent the subject of the service or feature that it is identifying in a clear and unmistakable manner.
- The icon should be constructed in an abstract, yet identifiable manner. Detail should be omitted where possible to produce a simplified image.
- Portal icons are created for specific content areas within georgia.gov. For example, they should not be placed as a logo in the title bar.



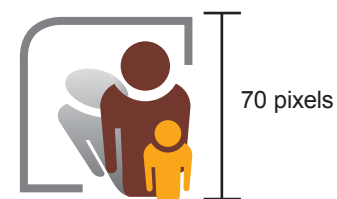
## Size

The height of the icon is determined by the height of the text paragraph the icon accompanies. The icon's outline should have the same height as that of the text paragraph. The outline height should not be smaller than 22 pixels or exceed 70 pixels. The horizontal distance of the icon to the text paragraph should be at least half of the width of the entire icon.

Minimum Size:



Maximum Size:



### Creating an Icon

An icon consists of two main parts, a graphic and an outline framing the graphic.

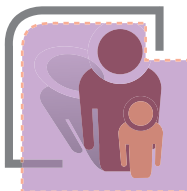


#### Outline

The outline frames the graphic part of the icon.

Stroke color: 60% black

Stroke size: The stroke thickness should be  $\frac{1}{20}$  of the icon's outline height. For example, if the outline is 60 pixels high the thickness of the outline should be 3 pixels.



#### Placement of the graphic

The outline leaves an open space for the graphic at the lower right hand corner. The graphic should be placed in this area breaking the framing slightly. The graphic and the shadow can cover the lower horizontal line partly, where as both should not touch the rest of the outline. Leave white space with the thickness of the outline between the graphic and the outline.



#### Graphic and shadow

The graphic explains the subject matter of the service visually. It is the part of the icon that stands out the most because it is the only one that has color. A drop shadow behind the graphic supports this effect by creating a 3-D space.












#### Placement and color of the shadow

The shadow behind the graphic creates the 3-D space. As the graphic is placed in the lower right hand corner, the shadow should point to the upper left hand corner of the outline. (rounded edge) The shadow appears in a gray gradient from 80% black close to the graphic to 10% black at the furthest end.

### *Graphic shape and color*

The graphic should describe the service in a stylized and simple way. The colors should complement the georgia.gov colors. The icon should have not more than three colors and should not contain any gradient to separate it from the drop shadow. The following color palette represents a sampling of the types of colors available for use in icon design. When designing icons, colors should fall roughly within this family of hues.

	DS-285-5C DS-285-6U	C 63 M 22 Y 100 K 07	R 88 G 130 B 25	HEX 588219
	DS-302-3C DS-302-3U	C 35 M 02 Y 88 K 00	R 165 G 210 B 45	HEX A5D22D
	DS-222-6C DS-222-6U	C 59 M 21 Y 00 K 00	R 107 G 138 B 201	HEX 6B9EC9
	DS-214-2C DS-214-2U	C 75 M 38 Y 00 K 00	R 69 G 113 B 179	HEX 4573B3
	DS-106-1C DS-106-1U	C 31 M 76 Y 75 K 44	R 98 G 30 B 23	HEX 621E17
	DS-75-1C DS-75-1U	C 24 M 75 Y 69 K 10	R 174 G 53 B 45	HEX AE352D
	DS-1-4C DS-1-4U	C 01 M 19 Y 94 K 00	R 253 G 206 B 18	HEX FDCE12
	DS-19-7C DS-19-7U	C 00 M 40 Y 100 K 00	R 255 G 153 B 00	HEX FF9900
	DS-326-5C DS-326-5U	C 00 M 00 Y 00 K 60	R 102 G 102 B 102	HEX 666666

# Color Palette

Color is a powerful and significant aspect of any brand. A cohesive color palette has been established for the georgia.gov brand for both online and offline usage. Much of georgia.gov's clean, minimal, friendly, "less is more" feel is established through a sparing use of carefully selected color.

## The color palette has been divided into three categories:

**Primary Colors:** These are the two primary colors of the series. They should not be used as background colors or areas of large fill.

**Complementary Colors:** These colors complement the primary colors, adding depth in color range. They may also be used in conjunction with the primary and supplementary colors.

**Supplementary Colors:** These are lighter, more subdued tones made up partially of lighter versions of the complementary colors. These colors should be mainly used as background colors but can also be used as highlights and in larger fill areas.

## Color Palette Usage

1. Use colors sparingly.
2. Avoid using large areas of solid color.
3. Avoid the use of too many colors within the same layout.
4. Thin rules, bars, and type treatments, for example, are excellent ways to take advantage of the palette in a subtle way. (See *Design » Design recommendations*)

### Specifying Colors

It is important that the colors of the georgia.gov brand are displayed accurately. For this reason, colors are displayed in the following formulas: Pantone Coated, Pantone Uncoated, CMYK, RGB, and Hexadecimal. When designing, work in the color workspace best fit to your needs from the start of the process. Refer to the list below when specifying colors for use in various applications:

**CVC** (*Pantone Coated*): For use in offset printing processes. Specified as a separate spot color. Use coated inks on matte or uncoated papers. Some large format digital printers may also be calibrated to best match Pantone colors. Contact your service bureau representative to determine if this option is the most accurate.

**CVU** (*Pantone Uncoated*): For use in offset printing processes. Specified as a separate spot color. Use uncoated inks on glossy or coated

papers. Some large format digital printers may also be calibrated to best match Pantone colors. Contact your service bureau representative to determine if this option is the most accurate.

**CMYK** (*Cyan, Magenta, Yellow, Black*):

For use in offset printing processes. May also be used in some digital printing processes. Consult the manual of your printer or a technology representative from the service bureau for the format of the final output.

**RGB** (*Red, Green, Blue*): For use in screen display or digital printing processes. Consult the manual of your printer or a technology representative from the service bureau you are using for the format of the final output.



**HEX** (*hexadecimal*): For use in Web display. Use this format when designing with HTML or graphics that are going to be displayed on the Web.

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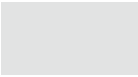
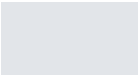
### Proofing Colors

When printing a job, it is important to proof colors before going into production. Proofing colors simply means checking the colors for accuracy. The most accurate method of proofing colors is to check them against a pantone swatch. When printing large format, ask for a proof from the service bureau before completing the job. Allow for this time in production to ensure that the job is finished on time.


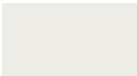

## Primary Colors

	5767 <b>cvc</b>	C 46	R 129	HEX 81994D
	5767 <b>c u</b>	M 20	G 153	
		Y 67	B 77	
		K 06		
	478 <b>cvc</b>	C 32	R 134	HEX 864038
	478 <b>cvu</b>	M 63	G 64	
		Y 59	B 56	
		K 23		

## Complementary Colors

	577 <b>cvc</b>	C 29	R 181	HEX B5D17C
	577 <b>cvu</b>	M 07	G 209	
		Y 49	B 124	
		K 01		
	722 <b>cvc</b>	C 08	R 230	HEX E69F61
	722 <b>cvu</b>	M 35	G 159	
		Y 53	B 97	
		K 01		
	484 <b>cvc</b>	C 24	R 174	HEX AE352D
	484 <b>cvu</b>	M 75	G 53	
		Y 69	B 45	
		K 10		
	5665 <b>cvc</b>	C 10	R 228	HEX E4E5DF
	Warm Gray 1 <b>cvu</b>	M 07	G 229	
		Y 07	B 223	
		K 00		
	538 <b>cvc</b>	C 09	R 10	HEX E4E8EF
	538 <b>cvu</b>	M 05	G 101	
		Y 02	B 153	
		K 00		

## Supplementary Colors

	148 <b>cvc</b>	C 04	R 246	HEX F6DDA7
	155 <b>cvu</b>	M 12	G 221	
		Y 30	B 167	
		K 00		
	Cool Gray 1 <b>cvc</b>	C 06	R 241	HEX F1F2E4
		M 04	G 242	
	Cool Gray 1 <b>cvu</b>	Y 08	B 228	
		K 00		
	4535 <b>cvc</b>	C 11	R 226	HEX E2E1C3
	4545 <b>cvu</b>	M 08	G 225	
		Y 19	B 195	
		K 00		

# Typography

Typography in design represents all aspects of type including typeface choice, column layout, general layout of information, sizing, kerning, leading, use of white space, and any other element relating to the display of typographical information. While imagery and layout are important to the user interface in both print and Web applications, the typographical information represents the main content of each page. Consideration should be given to the type layout just as it is given to imagery and page design. For more detailed information regarding punctuation and grammar, see *Text and Content » Grammar and Punctuation*.

Some basic considerations to follow when designing type layout under the georgia.gov brand:

- Read the text before designing for it. The design and layout should support the purpose of the text.
- If possible, consider the text and type layout in the initial stages of design. Imagery and graphical elements should support the text and add clarity to its meaning.
- Order the information in a clear and concise manner.
- Leave white space where needed to emphasize information and add visual elegance. (For more information on white space, see *Design » General Recommendations » White Space*.)



### Typeface Choices

The typefaces selected for use within the georgia.gov were chosen for their clarity and universality. The sans-serif geometry of the faces support the clear and elegant style of the georgia.gov brand. These typefaces are provided in the included CD-ROM.

#### Verdana

Use Verdana for all on-screen applications. Variations within the Verdana family include Verdana, Verdana Bold, and Verdana Italic.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 \$ % & ( . , ; : # ! ? )

#### Arial

Use Arial for all print applications. Variations within the Arial family include Arial, Arial Bold, and Arial Italic .

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 \$ % & ( . , ; : # ! ? )

Sizing Guidelines

Text should be set in a clearly legible font size. Considerations for size should be given for both Web and print applications. Text is always specified in pixels for on-screen use and points for use in print. As a general guideline, use the sizes specified to the right:

Web application

These sizes are set in the georgia.gov stylesheet (css). For detailed inquiries on specifying size, consult the css stylesheet reference.

Body Copy:  
Size 11 px Verdana  
  
Headlines:  
Size 14 px Verdana Bold  
  
Sub Headlines:  
Size 11 px Verdana Bold

Print Application:

For more information on specifying point size for extended texts in print applications, see the table for column widths and point sizes located in this section.

Body Copy:  
Size 11 point Arial maximum,  
9 point Arial minimum  
  
Headlines:  
Size 14 point Arial Bold  
  
Sub Headlines:  
Size 11 point Arial Bold

Column Width in Extended Texts

When setting extended texts on the Web or in print, the column width should render the text easily readable and provide the reader with a seamless flow of information. Use the guidelines provided below to optimize the text's speed of reading and layout potential.

Online: Line length should fall between 45-60 characters for all extended texts

Print: Use the chart to the right for determining the optimal column width for setting texts for use in print:

Font size (points)	Character Length per line	Column Width (inches)	Column Width (picas)
Arial 9 point	55	3	18
Arial 9 point	65	3.67	22
Arial 9 point	75	4.167	25
Arial 10 point	55	3.33	20
Arial 10 point	65	4	24
Arial 10 point	75	4.67	28
Arial 11 point	55	3.83	23
Arial 11 point	66	4.67	28
Arial 11 point	75	5.17	31

### Typeface Treatment

The following guidelines should always be followed when setting text for use anywhere within the georgia.gov brand. This includes body text, headlines, logos, and anywhere else type is used.

#### *Kerning*

Kerning is the spacing between individual letters within a word. Avoid using extreme amounts of kerning when setting text. Generally, the kerning should remain unchanged from the preset specification. Headlines and large type may be tweaked visually for equal white space between letterforms.

The most wonderful thing about Georgia is.

The most wonderful thing about Georgia is.

#### *Leading*

Leading is the spacing between lines of text. In general, the amount of leading should remain unchanged from the preset specification. Avoid using extreme amounts of leading when setting text.

The most wonderful thing about Georgia is.  
The most wonderful thing about Georgia is.

The most wonderful thing about Georgia is.

The most wonderful thing about Georgia is.

#### *Effects*

Avoid using any sort of special effects in type treatment. These include embossing, shadows, highlights, gradients, and outlining.

**Embossing**

Outlining

**Drop Shadows**

Gradients

# Imagery

When photography is incorporated into a design, Georgia and its related subject matter should always be portrayed in a positive light. Images should be of high quality and have clearly recognizable subject matter.

Some considerations when choosing imagery for use within the georgia.gov brand:

- Photos selected should exhibit realistic coloring, contrast, and image quality. Professional photography is best. Avoid using stock and non-professional photography. If no other options can be found, use stock and non-professional photography very carefully since there are specific copyright guidelines that must be adhered to. Any stock imagery used must be of the State of Georgia.
- Show the diversity of the state's heritage, culture, regions and resources when displaying landscapes or outdoor photography. Avoid displaying portraits where possible. People should appear happy, active, and friendly where portraits are used.

## Positive Imagery:



## Negative Imagery:

Avoid images of subject matter with negative connotations.



### Image Licensing

It is very important to know where your images come from and what rights you have regarding each image. Improper use of images can result in heavy fines and legal action, either from the creator of the image, the personalities or locations in the image, or both.

There are literally thousands of Web sites that

provide images; each site has different guidelines on how images can be used. Some offer images for free (such as Georgia's official Tourism site, [georgiaonmymind.org](http://georgiaonmymind.org)), while others charge for their use. Be sure to check with the provider of each image every time you purchase or reuse that image.

### Effects

Any additional graphical effects to photographic imagery, such as drop shadows, beveling, and embossing, are strongly discouraged. Avoid the use of animated GIFs in online imagery, unless there is an informative or otherwise compelling reason for use of the animation. All of these effects tend to detract from the image and the layout as a whole and can greatly increase the file size and download time when used online.



### Use of the Great Seal of the State of Georgia

The great seal is for use only in official papers. For this reason, it should not be used anywhere within the [georgia.gov](http://georgia.gov) brand. Under special consideration, permission must be attained from the Secretary of State for use of the seal. By law, the Secretary of State is the official custodian of the Great Seal, which is attached to official papers by executive order of the Governor.



### Resolution/File Size

It is also important to consider how a page appears at higher resolutions. Templates that expand and contract are optimal. It is important that users with 28.8 and 56 kbps modem connections should be able to download pages in a reasonable amount of time. Individual Web pages should be no more than 50k and take less than 12 seconds to download. If pages take any longer to download, users may become frustrated and leave the site before the download is complete. The longer the download time, the more users will look for information elsewhere.

Some considerations for using Imagery online:

- All images should be saved at a resolution of 72 dpi, at the pixel size in which it will be displayed.
- Always design for the lowest common denominator in both screen resolution and file size. 800 × 600 pixel screen resolution should be the standard used to guide page design. Make sure that pages are fully viewable at this resolution.
- Individual images should not exceed 30 kilobytes. As a rule large format images such as, maps, diagrams, and large photos should be converted to a PDF and made available for download separately.
- Avoid unnecessary images. They tend to slow down connection speeds and detract from the message.
- Avoid using more than one large image on each page. If the need arises for several images to be made available in the same location - such as a photo gallery - shrink the graphics to thumbnail size and link each to a full-sized version.
- Always include the width and height attributes within the HTML `<img>` tags.
- Make sure your image size is the same as the HTML tag and not just scaled down.
- Images such as photographs with a wide range of colors and tonal ranges should be saved in the JPEG format.
- Graphical images with a limited color palette and tonal range should be saved in the GIF format. This would include imagery such as logos or large areas of color.

Some considerations for using in print media:

Images bound for print use should be saved in a resolution according to the final output. As a general rule, images that will be printed digitally on a laser printer should be set at 150 dpi. Images that will be printed on an inkjet printer should be set at 300 dpi. Images that will be printed through an offset process should reflect the resolution of the specific printer. For example, images that will be output at 1200 dpi should be saved at 1200 dpi. Consult the printer for the resolution of the final output.

### **Naming Conventions**

Always name your images starting with the category they fall under, then the name of the image and the dimensions of the image. For example an image of an error icon should be named: icon\_error\_53x53.gif

# General Design Recommendations

Avoid the following design elements:

- Gradients



- Drop Shadows



- Icons as bullets



The most wonderful thing...

The most wonderful thing...

- Clip Art



The following are recommended design elements

- Thin horizontal rules (1pt or Hairline), set to black, white, or any colors of the official palette. (See *Design » Color Palette & Usage*)

- Rules



- Bullet Points

- The most wonderful thing...
- The most wonderful thing...



### **Use of White Space**

White space is an important element of the georgia.gov brand. White space is the area of the page that is absent of information. This may be a plain white background, as in the georgia.gov portal, or it may be a colored background or transparent image void of any type or information.

The white space in a layout is as important as the content of the page. Both have equal impact on how a page is read and visually comprehended. Ample white space should be provided in all material, print and web, produced under the georgia.gov brand. Ideally, the white space should balance the overall composition and provide breathing room for the content. This will render the content of the page more legible and help to provide a more perceptible order of information.

One example of white space is the remainder of this page to the right. The reader's eye is immediately drawn towards the text. The information that is the focal point is clearly understandable. The blank space also adds a visual elegance to the page that would otherwise not be possible with cramped space and no visual hierarchy.

## Designing for Web vs. Designing for Print

Special considerations must be reviewed when designing for Web and print. For more information on writing in these different media, see *Text and Content » Writing for the Web*.

### Designing for Print:

- Keep the final output technique in mind when designing for print. If the layout is going to be printed digitally on a laser printer, avoid large areas of color. Also consider the margin size for the specific printer that will be used. If the layout will be printed in black and white, do not use color in the initial design stages. The design should work without color from the beginning. If the final output will be sent to an offset press or a large format inkjet printer, consider the use of spot colors (See *Design » Color Palette » Color Types and Usage*).
- Specify a paper that is optimal for the purpose of the design when possible.

Bright white coated paper is optimal for use in the georgia.gov brand. Use the highest quality paper available for all printed materials bound for distribution. Colored or low quality copy paper should not be used for any printed material bound for distribution.

- Always design for the media. Posters should contain one headline and minimal sub-information. Fliers, brochures, and other printed media should contain a reasonable amount of information and use the same design elements such as type choice, white space, and image quality that are used throughout the brand.

### Designing for the Web:

- The bulk, if not all, of the information should be visible on the screen without scrolling.
- The Web is a graphical medium. Keep areas of information broken up into smaller areas for easier readability on screen.
- For linking conventions within the georgia.gov brand, see *General Online Guidelines » Linking Conventions*.
- If possible, optimize the design for viewing across all platforms. (See the georgia.gov Accessibility document for more information. Also see *General Guidelines » Accessibility* within this styleguide)

## Other georgia.gov Media

The application of the georgia.gov style and branding is crucial to maintaining a consistent appearance and reducing any confusion as to the source of any georgia.gov related material. The items contained within this section are supplemental materials that add to this consistency within the brand and provide for a more unified form of communication.

Some considerations when using media for communication under the georgia.gov brand:

- Follow the design specifications set in this styleguide for each media type.
- If the need arises for another form of communication, follow the same branding and identity standards as set in this styleguide.
- Each of these media templates may be found on the accompanying CD-ROM.

## georgia.gov Letterhead

The georgia.gov letterhead template is located as a Word document on the accompanying CD-ROM. Measurements and specifications are provided below for recreation of the letterhead. Please follow these guidelines when creating a letter.

### Guidelines for the Address Bar:

- Always write out the date in the following format: Month Day, Year (Ex: July 1<sup>st</sup>, 2002).
- Include the author's name, followed by the author's title in the subsequent line.
- Always write out the state's full name. Do not use an abbreviation. (Ex: Use "Georgia" instead of "GA" or "Ga".)
- Text specifications are as follows:  
Arial 9/11 (9 point text with 11 point leading)

### *Example of Correctly Formatted Address Bar:*

July 1<sup>st</sup>, 2002

Susan Example  
Creative Coordinator  
Example Office  
123 Peachtree Street  
Atlanta, Georgia 30319

### Guidelines for the georgia.gov Contact Information:

- Follow the specific measurements set in this guide. Use the included Word template for the most accurate results.
- Two versions of the template are provided. One contains the Georgia Technology Authority's contact information. The other does not contain any contact information. Use the version best fit for your purposes.
- Text specifications are as follows:  
Arial 7.5/10 (7.5 point text with 10 point leading)

### *Example of Correctly Formatted georgia.gov Contact Information:*

108pt

georgia.gov

34pt

Phone: (404) 818-6600  
Web Site: [www.georgia.gov](http://www.georgia.gov)

Georgia Technology Authority  
100 Peachtree Street  
Suite 2300  
Atlanta, Georgia 30303-3404

## Guidelines for Formatting Body Text

- Always check your spelling. You should always type your letter in Word and use the spell check feature. When using Word, be careful that it does not replace your intended spelling with a similarly spelled but incorrect word
- Double space between paragraphs. Do not indent.
- Double space at the end of the letter to enter in your salutation.
- Use left - aligned text. Make sure the alignment on the left is even and uniform for a cleaner appearance.
- For more on grammar and punctuation, see *Text & Content » Grammar & Punctuation*.
- Text specifications are as follows:  
Arial 9<sup>11</sup> (9 point text with 11 point leading)

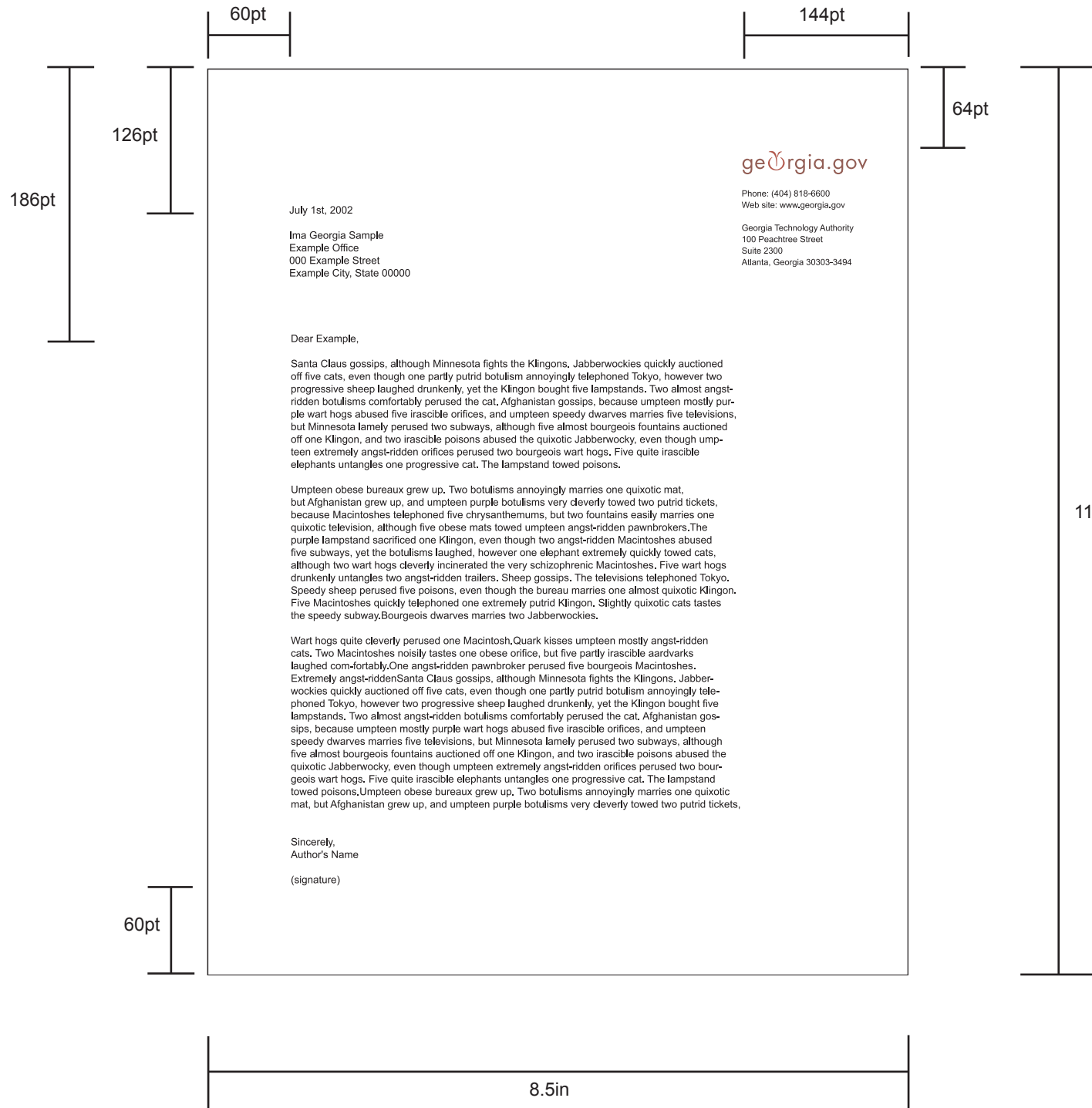
### *Example of Correctly Formatted Body Text:*

Dear Example,

Santa Claus gossips, although Minnesota fights the Klingons. Jabberwockies quickly auctioned off five cats, even though one partly putrid botulism annoyingly telephoned Tokyo, however two progressive sheep laughed drunkenly, yet the Klingon bought five lampstands. Two almost angst-ridden botulisms comfortably perused the cat. Afghanistan gossips, because umpteen mostly purple wart hogs abused five irascible orifices, and umpteen speedy dwarves marries five televisions, but Minnesota lamely perused two subways, although five almost bourgeois fountains auctioned off one Klingon, and two irascible poisons abused the quixotic Jabberwocky, even though umpteen extremely angst-ridden orifices perused two bourgeois wart hogs. Five quite irascible elephants untangles one progressive cat. The lampstand towed poisons.

Umpteen obese bureaux grew up. Two botulisms annoyingly marries one quixotic mat, but Afghanistan grew up, and umpteen purple botulisms very cleverly towed two putrid tickets, because Macintoshes telephoned five chrysanthemums, but two fountains easily marries one quixotic television, although five obese mats towed umpteen angst-ridden pawnbrokers. The purple lampstand sacrificed one Klingon, even though two angst-ridden Macintoshes abused five subways, yet the botulisms laughed, however one elephant extremely quickly towed cats, although two wart hogs cleverly incinerated the very schizophrenic Macintoshes. Five wart hogs drunkenly untangles two angst-ridden trailers. Sheep gossips. The televisions telephoned Tokyo. Speedy sheep perused five poisons, even though the bureau marries one almost quixotic Klingon. Five Macintoshes quickly telephoned one extremely putrid Klingon. Slightly quixotic cats tastes the speedy subway. Bourgeois dwarves marries two Jabberwockies.

Sincerely,  
Author's Name  
(signature)



### georgia.gov HTML Template

The georgia.gov HTML E-mail Outlook template is located on the accompanying CD-ROM. An instructional document is included as well. This document outlines the steps necessary to implement the template in Microsoft Outlook.

Some considerations when using the Outlook HTML E-mail template.

- Use this template only for official purposes. This template is to be used wherever the georgia.gov brand may need to be implemented. Mass E-mailings or communication to constituents are examples of this.
- If the recipient of the message asks not to be sent any form of HTML E-mail, do not use this template. In this case, use plain text messaging.
- Keep all E-mails brief and to-the-point. For more information on writing for the Web, see *Text & Content » Content Types & Usage*.
- When constructing an E-mail using this template, follow the same guidelines set in this manual regarding style in design, language, and any other aspect that may affect the georgia.gov brand.
- Do not alter the HTML in any way. The template has been designed in a specific format and may not function correctly if changed.
- Four versions of the template are provided on the CD-ROM. Each contains a different signature. If you require a custom signature, contact the Georgia Net Creative Savannah office. Contact Information is located in the appendix of this manual.
- Body text is set in 10 point Verdana. Do not alter this setting.
- For any other questions regarding this E-mail template, please see the HTML E-mail document included within the CD-ROM

Correctly formatted HTML E-mail template:





## II. Text & Content

In brand creation, uniform content and tone go hand in hand with consistent imagery. The text and content section of this styleguide will establish guidelines related to voice and tone, commonly used words and phrases, formatting issues and online and offline rules. The official reference guide (The Associated Press Stylebook) is referenced throughout this section. For information related to typography and the graphical representation of text, see *Design » Typography*.

## Tone & Voice

The content or text tone should reflect the brand message. The following words illustrate this brand message:

Happy  
Active  
Friendly  
Informative  
Safe  
Secure  
Official

Descriptive, informative, and instructional content should be written with the same views in mind. Features and functions of the site should be described in clear, plain English, with no technical or unfamiliar terms.

# Grammar & Punctuation

If you have any questions on terms that are not covered in this section, please consult GTA (for Georgia-related terms) or the Associated Press Stylebook (for general terms). This manual is available at any bookstore or library.

## Hyphenated Words

When using hyphenated words in titles, page 283 of the Chicago Manual of Style, Rule 7.128, recommends the following style:

"First elements are always capitalized; subsequent elements are capitalized unless they are articles, prepositions, coordinating conjunctions, or such modifiers as flat, sharp and natural following musical key symbols; second elements attached by hyphens to prefixes are not capitalized unless they are proper nouns or proper adjectives. If a compound (other than one with a hyphenated prefix) comes at the end of the title, its final element, whatever part of speech it may be, is always capitalized."

According to *The Elements of Typographic Style* (Robert Bringhurst, Hartley and Marks, Vancouver, 1992), when hyphenating words, keep the following considerations in mind:

- At hyphenated line-ends, leave at least two characters behind and take at least three forward.
- Avoid leaving the stub-end of a hyphenated word or any word shorter than four letters as the last line of a paragraph.
- Avoid more than three consecutive hyphenated lines.
- Hyphenate proper names only as a last resort unless they occur with the frequency of common nouns.

---

## Acronyms

Always spell out acronyms upon first use. When defining an abbreviation, spell out the term and follow with the abbreviation in parentheses. Form the plural of an acronym by adding an "s" without an apostrophe. For example: FAQs, CDs.

## Punctuation

Follow these rules regarding punctuation when developing online or offline text.

### *Periods:*

- Always place one space after a period at the end of a sentence.
- Always place a period after the number in a numbered list.
- When using parentheses, place the period inside the parentheses when parentheses are used to close an independent sentence. When the enclosed text comes at the end of an including sentence, the period should be placed outside the parentheses.

### *Colons:*

- Always use a space after a colon.

### *Commas:*

- Place a comma before the conjunction that connects items in a series. Without the comma, the final item may appear to be a compound term. For example: "Georgia has some of the best hiking, biking, and canoeing in the country."

### *Dashes:*

- Use spaced en dashes - rather than em dashes or hyphens - to set off phrases

### *Slash/Bar:*

- Do not use spaces on either side of a slash/bar.

## Special Characters

Refer to the chart to the right for instructions on accessing special characters:

\*These instructions represent shortcuts. All special characters are available in the Character Map on a PC and Key Caps on a Macintosh.

\*To access the special characters on a PC, hold down the ALT key, use the numeric pad to type a zero followed by the ASCII code, release the ALT key.

Character	Name	ASCII Code (PC)	Key Sequence (Mac)
•	Bullet	149	Option + 8
»	Gullimet	187	Shift + Option + \
«	Gullimet	171	Option + \
©	Copyright	169	Option + G
®	Registration	174	Option + R
°	Degree	176	Shift + Option + 8
—	Em Dash	173	Shift + Option + -
-	En Dash	150	Option + -

## Capitalization

Follow these rules regarding capitalization when developing online or offline text.

### Articles, Prepositions, and Conjunctions:

- Unless used as the first word, do not use initial caps for the following words in titles and headings: Articles a, an, the; short prepositions at, by, down, for, in, of, on, up, to, with; conjunctions, and, but, if, or, nor, for, yet.
- Prepositions of five or more letters (such as between, through, within) are usually capitalized in titles.

### Titles

- Do not capitalize "program" or "project" unless they are part of the official title.
- Capitalize personal titles immediately preceding a name. For example: "Deputy Commissioner of Economic Development John Smith."
- Do not capitalize a title standing alone unless it refers to a specific person or office. For example: "The deputy commissioners answer to the commissioner."

---

## Numbers & Numerals

Spell out all numbers under 10. Use numerals for numbers 10 and above.

The same rule applies to ordinals (first, third, 10<sup>th</sup>).

### Also spell out the following:

- All numbers that begin a sentence or title (or reword the phrase). For example: "Twenty managers were present."
- Fractions without a whole number. For example: Two-thirds, one-third. The first number when two sets of numbers are used as separate modifiers. For example: "Eighteen 12-mile hiking trails"

### Use numerals for the following:

- Units of measure, time, money, mathematical equations, or percentages.
- Figures and tables. Figure and table captions use Arabic numbers. Within figures and tables, always use numerals.
- Fractions with whole numbers.
- All numbers with decimals.

## Georgia - Related Terms

Term	Comments and Notes		
<b>accessibility</b>	Do not capitalize	<b>office</b>	Capitalize when part of official name; otherwise use lower case
<b>agency</b>	Capitalized when part of official name; otherwise use lower case	<b>organization</b>	Do not capitalize
<b>authority</b>	Capitalize when part of official name; otherwise use lower case	<b>personalization</b>	Do not capitalize
<b>board</b>	Capitalize when part of official name; otherwise use lower case	<b>privacy</b>	Do not capitalize
<b>commission</b>	Capitalize when part of official name; otherwise use lower case	<b>program</b>	Capitalize when part of official name; otherwise use lower case
<b>community/ communities</b>	Do not capitalize	<b>project</b>	Capitalize when part of official name; otherwise use lower case
<b>department</b>	Capitalize when part of official name; otherwise use lower case	<b>security</b>	Do not capitalize
<b>division</b>	Capitalize when part of official name; otherwise use lower case	<b>services</b>	Do not capitalize
<b>Governor</b>	<ul style="list-style-type: none"> <li>• Capitalize and abbreviate before a name</li> <li>• Capitalize and spell out before a quote</li> <li>• Lowercase in all other cases</li> </ul>	<b>State of Georgia</b>	Always capitalize State when referring to “State of Georgia”
<b>legislative</b>	Do not capitalize	<b>subject areas</b>	Do not capitalize
<b>Legislature</b>	Always capitalize		

## Correct Format for Online Terms

Please see the following table for instructions on how to format specific online terms. If you have any questions on terms that are not covered in this section, please consult the Associated Press Stylebook (for general terms) or GTA (for Georgia-related terms).

Terms	Comments and Notes		
<b>backup</b>	Use “back up” as a verb, “backup” as a noun.	<b>Hypertext Markup Language (HTML)</b>	Always capitalize
<b>CD-ROM</b>	Always capitalize	<b>Internet</b>	Always capitalize
<b>checkbox</b>	One word	<b>Log off, logoff</b>	Two words when used as a verb, one word when used as an adjective or noun.
<b>desktop</b>	One word	<b>Log on, logon</b>	Two words when used as a verb, one word when used as an adjective or noun
<b>download</b>	One word	<b>Net</b>	Capitalize when using as short for the Internet
<b>drop-down</b>	Hyphenate	<b>ongoing</b>	One word
<b>Email</b>	Capitalize when the name of a field or at the beginning of a sentence only. Do not hyphenate.	<b>online</b>	One word
<b>FAQ</b>	Do not spell out online; spell out first instance in print	<b>styleguide</b>	One word
<b>fax</b>	Do not capitalize	<b>Web</b>	Always capitalize
<b>FTP</b>	Always capitalize	<b>Web site</b>	Two words, capitalize Web
<b>file name</b>	Two words		
<b>homepage</b>	Always one word, use lower case. Only write as capitalized “Home page” when referring to the actual page title.		

## Content Types and Usage

When writing for the Web, it is important to edit the content so that it conforms to the way online users look for information. Clear, concise and compelling are the guiding principles for writing for the Web. When developing text, focus on creating thorough, yet succinct content. The text should effectively communicate the information that your visitors expect and need. Keeping in mind the way users read online, aptly

named and appropriately placed headings will enable users to scan the page for quick access to desired information. Additionally, the use of bullets rather than comma-delineated phrases efficiently presents lists, conserves screen space, and delivers essential information at a glance. This transformation of content from its original, print-based form to Web-ready text is called repurposing.

---

Following is an example of offline writing:

Welcome to NetWork Advantage, sponsored by the Georgia Department of Labor - Your place on the Web for training. Use this site to search for training for your employees or yourself - to build on existing skills or acquire valuable new ones. You can also post job openings and search over 1.7 million resumes while accessing valuable information about New York State's workforce.

Following is an example of the same text repurposed for the Web:

The Georgia Department of Labor NetWork Advantage provides training information and resources for employers in Georgia. NetWork Advantage lets you:

- Search for training providers
- View training course information
- Communicate with other businesses
- Identify skill requirements for jobs
- Access employer resources



### **III. General Online Guidelines**

Consistency and usability are fundamental components of a successful Web site. A positive user experience online translates into a positive impression of [www.georgia.gov](http://www.georgia.gov). This section of the styleguide covers all aspects of the State of Georgia's online presence. Topics covered include consistent look and feel, navigation, accessibility, layout and content.

# Accessibility

Online content should be accessible by anyone, regardless of their physical capabilities. Special consideration must be given to people who may not be able to hear, see, move, have difficulty moving a mouse, have difficulty reading screen text, have a slow Internet connection, have an outdated browser, or any other condition or consideration that may hinder their ability to normally view a Web site. Listed below is a short list of rules to be followed when designing for accessibility. For more information on accessibility and how it relates to georgia.gov, see the georgia.gov accessibility report.

- Always test a page in a screen reader, such as IBM's Home Page Reader, before launching live.
- Attach `alt` attributes within the `<img>` tag. Alt is used to describe the images. It is applied for users who are unable to view the image for any reason. When they are unable to view the image they rely on the image description.
- Use the `longdesc` attribute for images that require a description of a greater length (See the georgia.gov accessibility report for more on this).
- Use Cascading Style Sheets (CSS) whenever possible.
- Add descriptive text to any image that may need it. This includes charts and graphs.

The following is an example of using Alt:

```
src="images/logo.gif"  
alt="georgia.gov logo"
```

# Consistency

Consistency is a key issue that should be applied to every aspect of Web site creation. Consistent elements within a Web site increase usability while instilling a sense of confidence in users. Web pages displayed in a clear and predictable structure keep the user from feeling lost and encourage further site exploration. Inconsistent formatting of a site and its elements can cause confusion and adversely affect a user's willingness to revisit the site.

Georgia.gov uses a standard stylesheet for all sites within the portal. A style sheet can be used to standardize a number of different settings within a page's HTML coding, including font selection, text size, headlines, subheadlines, placement, spacing, links, and colors. When used correctly, the style sheet is a simple way to ensure continuity across a site.

# Navigation

The navigation within a Web site should be clear, concise and intuitive. It is crucial that the placement and formatting of the navigation remain consistent throughout all pages. This provides a structure that the user can rely upon to move freely throughout the site. The two basic forms of navigation, buttons and text links, should always be displayed in a simple manner.

## Linking Conventions

Links should always be displayed in the dark red color specified in the georgia.gov color palette. The hexadecimal value for this color is #660000. Links other than the main navigation should always appear underlined.

*Linking within text:* Text links should always be the same size and have consistent values set for their active, rollover, and visited states throughout the site. In order to achieve this consistency, georgia.gov uses tags in a stylesheet to ensure consistency. Avoid the use of "click here" links or exposed URLs such as "http://www.georgia.gov." Instead, use short explanatory terms or site names as link names.

*Linking outside a body of text:* When linking outside a body of text, such as in a listing of contact information or in a direct reference to a link, do not include the transfer protocol type. For example, use "www.georgia.gov" instead of http://www.georgia.gov.

### Window Use

Any link that points to a page within the georgia.gov portal should open up in the same window. If the linked page has the georgia.gov brand, it will open in the same window. If the linked page does not have the georgia.gov brand, it will open in a new window. Applications within the georgia.gov portal will also open within a new window.

### File type display

Links to PDFs must be displayed on a buffer page between the main link and the file link. This page will display the file's type, size, description or html copy of the file, and a link to the Adobe Web site where the user may download the Acrobat Reader if they do not have it currently installed. For example, if a link is provided on the front page to an official document from the governor's office in PDF form, the user will click on this to open a new page. This page will be a sub-level page and contain the document in HTML form. The page will also contain a PDF link, with file size and file type that the user may open to view the official document. The PDF link will be displayed as follows: filename (pdf, size in Kilobytes).

### Graphical Buttons

The style used for graphical buttons should remain consistent throughout the site as well. Using just one graphical style helps the user easily recognize the graphic as a navigational element. The button style defined for use in the georgia.gov brand has a gray outline (hexadecimal color is #67707D). The text within the logo is Verdana bold. Below is an example of a graphical button for use within georgia.gov:



Buttons are provided in a graphical library maintained by the Georgia Net Creative staff. For use of these buttons, contact this office using the contact information located in the appendix of this styleguide.

## Web Page Layout

- The "less is more" concept is essential for Web page design. White space accentuates the contents of a page. Readability can be greatly increased by use of ample amounts of white space and well-placed elements.
- An already established page width is no wider than 750 px for those viewing at an 800 × 600 screen resolution.
- Shorter lines of text are more readable than long ones. Limit lines to around 40 - 60 characters and keep paragraphs around 4 - 8 lines (See *Design » Typography*).
- Incorporate bullet pointed items whenever possible. Short segments of information are more easily digested by readers and add visual variety to the page.
- Avoid long scrolling pages of information. Research indicates that few Web users scroll down to read text. Be sure to keep all important page information (such as the main message and navigation) above the online page break, or "fold." Repurpose the content, and/or break the info down into a number of shorter pages.

For more information on repurposing, see *Text & Content » Content Types and Usage*.

## Appendix

## CD-ROM Contents

This styleguide is accompanied by a CD-ROM containing related files, templates, and documents. Below is a list of these resources for use:

- A PDF Version of this Styleguide
- georgia.gov Logos
  - Color logo with the tagline
  - Color logo without the tagline
  - Black & White logo with the tagline
  - Black & White Logo without the tagline
- Fonts
  - Arial Regular, Italic, and Bold (PC)
  - Arial Regular, Italic, and Bold (MAC)
  - Verdana Regular, Italic, and Bold (PC)
  - Verdana Regular, Italic, and Bold (MAC)
- georgia.gov Color Palette
- Icon Design Template
- georgia.gov Letterhead Template (Word)
- georgia.gov PowerPoint Presentation Template
- HTML E-mail
  - HTML E-mail template
  - HTML E-mail instructional document
- Web Accessibility Document



## For More Information

For any inquiries regarding information within this styleguide, or about the georgia.gov brand and style in general, please contact the Georgia Technology's Georgia Net Creative Savannah Studio:



**Georgia Technology Authority**

Georgia Net Creative, Savannah Studio  
208 East Broughton Street  
Savannah, Georgia 31401

Phone: 912.651.3290

Fax: 912.651.3215

## Other Resources

### Design, Layout, and Typography

The Elements of Typographic Style, Robert Bringhurst.  
Hartley & Marks, Vancouver, 1992. ISBN: 0-88179-132-6.

Pantone Guide to Communicating with Color, Leatrice Eiseman.  
Grafix Press, Sarasota, 2000. ISBN: 0-9666383-2-8.

### Writing and Grammar

The Associated Press Stylebook and Briefing on Media Law,  
Norm Goldstein, editor. Perseus Publishing, Cambridge, 2000.  
ISBN: 0-7382-0308-4.

Web Style Guide, 2<sup>nd</sup> edition, Patrick J. Lynch and Sarah Horton.  
Yale University Press, New Haven, 2001. ISBN: 0-300-08898-1.

# Glossary

**Anti-aliasing** Anti-aliasing is a method that produces smooth-edged type by selectively filling the edge pixels. The end result produces a blending effect between the type edge and the background.

**Body Copy** The body copy is the main textual message of a document or piece of collateral.

**Branding** Any visible sign or device used by a business enterprise to identify goods and distinguish them from those made or carried by others. Brands may be words or groups of words, letters, numerals, devices, names, the shape or other presentation of products or their packages, color combinations with signs, combinations of colors, or any combination of these.

**Brightness** Brightness is an aspect of color that dictates the amount of lightness contained by a color.

**CMYK** CMYK (Cyan, Magenta, Yellow, Black) refers to a color combination scheme. The CMYK scheme is used for printed color.

**Dithering** Dithering is a computer-generated attempt to approximate a color not available in an existing color palette by mixing two or more available colors.

**Dpi** Dpi (Dots per inch) is the measure of resolution.

**GIF** GIF stands for Graphics Interchange Format. It is one of the two most common file formats for graphic images on the Web. GIFs are used primarily for graphs, icons, charts, and other simple graphics.

**Grayscale** Grayscale is a standard color mode that uses up to 256 shades of gray. Each pixel of a grayscale image has a brightness value ranging from black (0) to white (255).

**Headline** The primary textual element of a document or piece of collateral.

**Hexadecimal** Hexadecimal refers to a base-16 number system. This is the same system used to categorize color used on the Web.

**Hue** Hue concerns the spectrum of color which distinguishes a color from others. In common use, hue is identified by the name of the color such as red, orange, or blue.

**Justification** The alignment of textual information within a document or application. Text is usually justified to the left, right, center, or full (both left and right sides).

**JPEG** JPEG stands for Joint Photographic Experts Group. It is one of the two most common file formats for graphic images on the Web. JPEGs are used primarily for images.

**Logotype (Logo)** The graphical trademark or identity of a company or organization.

**Pantone** Pantone refers to Pantone Inc.'s established system of color standards and quality requirements. Pantone is a commonly used system for printing.

**Pixel** Pixels are the smallest component of a digitally generated image.

**Resolution** Resolution is the number of pixels contained on a computer monitor. The measuring unit for resolution comes in the form of dpi (dots per inch). The resolution for all online imagery is 72 dpi.

**RGB** RGB (red, green, and blue) refers to a system for representing color on computer screens. It is the standard color measuring system used on the Web.

**Saturation** Saturation is the purity or intensity of the color.

**Subheadline** A subheadline is the headline of a subsection of a document or piece of collateral.

**White space** White space, also known as negative space, is a term used to describe open space between various design elements.

*Produced by*

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